



NEWS RELEASE

Tennessee Regulatory Authority

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Consumer Advisory

TRA Warns of Fake “Do-Not-E-mail” Web site

Nashville, Tennessee – The Tennessee Regulatory Authority (TRA) is advising consumers to avoid a national web site that promises to reduce the amount of junk e-mail delivered to e-mail addresses.

According to the Federal Trade Commission (FTC), “the web site ‘unsub.us’ mimics the language, look, and navigation of the web site for the National Do-Not-Call Registry. However, says the FTC, the unsub.us site is not run or authorized by its agency.

“We share the concerns of the FTC that this illegitimate web site could be used to trick consumers into not only giving their email addresses, but other, more highly sensitive and personal information to scam artists,” said TRA Chairman Debi Tate.

“Disclosure of a person’s email address or other personal information to this site may increase the volume of unwanted email being received and could possibly put one in the position of having their identity stolen.”

The TRA is advising consumers to not submit their e-mail addresses or any other personal information to any site claiming to be affiliated with the National Do-Not-E-mail Registry.

“While legislation is pending, there is no “Do-Not-Email” registry at either the state or federal level,” added Tate.

Consumers who receive e-mail from organizations claiming to represent the Do-Not-Email Registry should report such solicitations to the FTC at 1-877-FTC-HELP, or at www.ftc.gov.

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